

▲ CHIEF ▲
Finest Quality
HOUSE PAINT

The
CHIEF
OF ALL
PAINTS



CHICAGO PAINT WORKS · CHICAGO

SAVES YOU 30 to 35% —and Gives You Better Quality

THE first marked advancement in House Paint Quality in 25 years is given the public with Chief House Paint.

Vastly increased Spreading, Superior Hiding, Easier Brushing, Greater Durability and a Whiter White than ever before produced under any Formula, is guaranteed in CHIEF HOUSE PAINT.

These superiorities are the result of the greater use of Titanox in the CHIEF formula. Titanox is a comparatively new metallic pigment, which in the past has been used in only small quantity in the very finest House Paints. The CHIEF Formula increases materially the use of this newer pigment, and also uses the quality ingredients of White Lead and Zinc.

These, together with pure Linseed Oil and Japan dryer, in proper balance, produce this new standard of Paint Quality.

Notable as definite proof of the superior working characteristics and economy of this new paint is the fact that many old-time painters, long adherents of White Lead and Oil, are forsaking hand-mixing for this newer, better product.

It is especially important to remember that White and lighter colors, which in other formulas are quickly subject to discoloration through smoke and fumes, in CHIEF hold their true color much longer than Lead and Zinc paints.

The superior hiding available in CHIEF often permits what would be a 3-coat job to be completed in 2 coats—and what would be a 2-coat job to be completed in 1 coat. It must be remembered, however, that a 1-coat job will not give the same durability as 2 coats, as is only natural because less paint is applied.

It can be truly said that CHIEF offers you a strictly superior House Paint, the spreading and hiding of which brings first cost as well as yearly cost (if you figure your paint expense in years of service) as low, and in some cases lower, than Second Grade Paints.

**REGARDLESS OF
PRICE-
THERE IS NO
BETTER QUALITY!**



1366 OLD IVORY



1337 CITRON



1344 LITE GREEN



1339 SILVER GRAY



1365 PALE BLUE



1346 LEAD



1372 SASTI GREEN

Also made in OUTSIDE WHITE,



1374 LITE BUFF



1348 PEARL GRAY



1341 CREAM



1368 SANDSTONE



1338 TRELIS GREEN



1359 STRAW



1330 BROWN

TE, INSIDE WHITE, and BLACK

ATTRACTIVE COLOR COMBINATIONS

BODY COLOR	TRIM COLORS
WHITE	LITE BUFF SILVER GRAY BROWN
CREAM	LITE BUFF WHITE BROWN
LITE BUFF	WHITE LITE BUFF BROWN
SILVER GRAY	LITE BUFF BROWN WHITE
SANDSTONE	OLD IVORY LITE BUFF BROWN
PEARL GRAY	WHITE BROWN LITE BUFF
BROWN	LITE BUFF CREAM WHITE
CITRON	CREAM LITE BUFF BROWN
STRAW	WHITE BROWN CREAM
LEAD	WHITE OLD IVORY SILVER GRAY
OLD IVORY	WHITE BROWN STRAW

Sash Green and Trellis Green Are
TRIM COLORS

Pale Blue Is a Ceiling Color

THE GREATEST PAINT GUARANTEE EVER MADE:

If in the opinion of the User, Chief House Paint does not Spread Farther, Hide Better, Wear Longer, Brush Easier and produce a Whiter White than any Lead and Zinc or 100% Pure White Lead and Oil Paint—regardless of Price—our Dealer has our authorization to make satisfactory adjustment.

CHICAGO PAINT WORKS.

There's a paint guarantee for you—backed by a manufacturer with a Dealer organization of 6,000 Independents.

This guarantee means that there is today a new standard of Paint Quality. It means that finer quality than heretofore considered "the best" is now available at prices to bring you a distinct saving at painting time. It means that a better job than the former "Finest" is now given you for 30 to 35 per cent less money.

This guarantee assures you that you are beautifying, preserving and protecting your home with a finish far superior to all former recognized measures of goodness, when you use CHIEF.

PUT UP IN

Barrels (About 50 Gals.)

Half Barrels (About 25 Gals.)

5-Gallon Kits

1-Gallon Cans

Half Gallon Cans

Quart Cans

**THE GREATEST PAINT
GUARANTEE EVER MADE:**

If in the opinion of the User, Chief
House Paint does not Spread Farther.

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Barrels (About 50 Gals.)	
Half Barrels (About 25 Gals.)	
5-Gallon Kits	1-Gallon Cans
Half Gallon Cans	Quart Cans